

**SCOTTSDALE PRIDE COMMITTEE  
CORPORATION YARD  
9191 E. SAN SALVADOR  
TURQUOISE ROOM  
SCOTTSDALE, AZ  
AUGUST 5, 2004**

**APPROVED MINUTES**

**PRESENT:** Cristina Lenko, Vice Chair  
Ryan Freeburg  
Don Scott  
Sonnie Stevens  
Pamela Wheeler  
Richard Taylor  
Cathy Zebarth

**ABSENT:** Chandra Bonfiglio, Chair  
Richard Gayle  
Lisa Haskell  
Zachary Stahmer  
Jim Britt  
Ronald Robbins

**STAFF:** Decima Sever  
Rob Millar

**CALL TO ORDER**

Vice Chair Lenko called the regular meeting of the Scottsdale Pride Committee to order at 5:35 p.m.

**WELCOME TO NEW SCOTTSDALE PRIDE COMMITTEE MEMBER**

Vice Chair Lenko introduced Mr. Ryan Freeburg as the newly appointed committee member.

Mr. Freeburg provided the Committee with information on his background. He discussed his interest in serving on the Scottsdale Pride Committee.

Vice Chair Lenko asked the commissioners' to go around the table, introduce themselves, and provide background information to enable the Committee to get to know each other. Self-introductions were made.

## **APPROVAL OF THE MINUTES**

### **July 8, 2004 meeting**

A Motion was made by Ms. Stevens to approve the July 8, 2004 meeting minutes as presented. The Motion was seconded by Mr. Scott and passed unanimously.

## **PRIDE COMMITTEE LOGO**

Vice Chair Lenko requested direction from the committee on the Pride Committee Logo. She showed the committee members a picture of the Scottsdale Clean and Scenic sign used for the adopt-a-road program and a picture of the current Pride Committee Logo. She reported this discussion started back in January because nobody has a clear understanding of what the Committee is doing for Scottsdale so it was felt that maybe they could update the logo and add a tag line that would identify what the committee does. She noted she suggested "We Talk Trash" but that suggestion was not well received. She further noted that the City came up with a mock-up that we need to discuss this evening. The CAPA department has suggested the committee keep the original logo and change the tag line and pictures to make it more exciting.

Ms. Sever noted that it is important to keep in mind that any thing that has the Pride Committee logo has to have the City of Scottsdale logo and the City of Scottsdale logo has to be bigger than the Pride logo. She further noted that they also need to keep in mind that the logo will be used on the Business Recognition award stickers and will be shrunk down. She requested direction from the committee on what they would like for the logo and she will pass that information along to CAPA and have them prepare a draft of the logo for the committee's review.

Mr. Millar stated that he felt the original logo captures what the committee does but suggested removing the water box and replacing it with another picture and adding the tag line Keeping Scottsdale Beautiful. Ms. Sever requested the committee identify three things that best identify the Pride Committee and she will ask CAPA to come up with different pictures and a tag line. The Committee suggested people, trash, neighborhoods, streets, and the downtown skyline. It was suggested they use the Preserve. Ms. Sever explained that the Pride Committee does not do anything with the Preserve and the Preserve has its own Commission. Ms. Sever remarked that by keeping the original logo it gives them the flexibility to use different colors at anytime.

## **SUBCOMMITTEE REPORTS**

### **New Business Recognition Program**

Ms. Stevens presented an overview of the proposed business recognition program. The goal would be to encourage building beautification. She further stated this program would fit in with the city's revitalization efforts. She reported the next step is to meet with John Little and Ed Gawf to ensure the City is on board and that there are no conflicts. Then she will work with city staff on publicity for the program.

Mr. Freeburg inquired what type of improvements would qualify for the recognition award. Ms. Stevens replied any visible enhancement to the building such as landscaping or changing the window or door.

### **Neighborhood Cleanup Projects**

Ms. Sever reported at the September Committee meeting we will discuss the Pride Park cleanup.

### **Treasures 'n Trash**

Ms. Zearth reported that she delivered information to several Boys and Girls Clubs and the Piate YMCA. The deadline for the coloring contest is August 15<sup>th</sup> and the week of August 16<sup>th</sup> the judging of pictures will take place. Three members of the Neighborhood Enhancement Commission and the subcommittee will vote on the winner. The winner will be recognized at the September 21<sup>st</sup> City Council meeting and all of the pictures will be displayed at the Civic Center Library.

Mr. Scott reported the committee decided to go with 350 T-shirts, 200 pairs of gloves, and 60 baseball hats. It was determined that they make it more convenient and allow volunteers the option of picking up their supplies prior to the event at city facilities. He further reported that they are in the process of soliciting prizes to give the people who find gold rocks.

Mr. Millar inquired how many people participated at last year's event. Ms. Sever replied approximately 500 noting that not everyone checks in.

Ms. Sever inquired if the concept is that people would have the choice between a T-shirt, hat, or gloves. Mr. Taylor explained that everyone would receive a T-shirt and gloves would only be provided upon request and the hats would be to the Pride Committee, Neighborhood Enhancement Committee and would be part of the gifts. He noted that the gloves would have the Pride logo on them. The gloves will be tan and green. Ms. Sever explained that the extra large T-shirts are the size that is always left over so she would suggest ordering smaller sizes. Mr. Taylor noted that the subcommittee discussed only ordering large, extra large and extra extra large. Mr. Millar reported that we have funds available to order additional T-shirts and gloves. It was noted that if they have extra money

gloves would be a good way to spend it because they are not dated and could be used next year or for the adopt-a-road groups or community garden.

Ms. Zebarth reported the check in locations will be at Papago Plaza, Indian School Park, and Arabian Citizen Service Center that location maybe changed to the Horizon Center, and LaMirada Community Center. She further reported that she has the sign up sheet.

Ms. Sever inquired if there is enough business to warrant having check in locations at Papago Plaza and Indian School Park. It was determined that the Papago Plaza location would not be necessary. Mr. Millar stated with regard to the LaMirada check in site, he is checking with the church next door to see if it is available because it would be easier for people to find.

### **Community Garden**

Ms. Sever reported that there is no activity planned.

### **REGIONAL LITTER TASK FORCE**

Ms. Sever provided a brief update on the 8/4/04 task force meeting. She provided an overview of the newly established Regional Litter Task Force on which Scottsdale has been invited to participate. The task force was initiated by Phoenix Clean & Beautiful and involves a number of governmental, non-profit and for profit businesses. Ms. Sever provided examples of private companies involved to include the Arizona Soft Drink Association, Alliance Beverage Distributing Company, Arizona Association of General Contractors, and partners representing fast food companies. She explained that these entities are often targeted as contributors to the litter problem and there fore have a vested interest in abatement.

Ms. Sever explained that the task force has established two objectives: 1) Create a sustainable, Valley-wide anti-litter message that influences behavior change, 2) secure adopt-a-highway sponsorships for all Valley freeways. The task force intends to secure funding to hire a marketing firm to develop the anti-litter campaign. She further explained that there are challenges in working with ADOT.

Ms. Sever stated that the next step would be for her to talk to Ed Gawf, Assistant City Manager, to see if the city is interested in being part of this effort and if we are willing to contribute money for the marketing plan.

Mr. Taylor inquired if the State is participating in the anti-litter campaign. Ms. Sever stated that the intent is to start with the Metropolitan area and then possibly branch off statewide.

Ms. Sever announced the next meeting of the Regional Litter Task Force would be held at 9:00 a.m. on September 15, 2004 in the Bank One Building downtown. She inquired if

the Pride Committee wanted to be a part of the Regional Litter Task Force. She stated if the answer is yes she would propose that at some time in the future the committee would advise the Mayor and City Council about the Regional Litter Task Force to see if the Mayor and City Council felt it was appropriate doing something at a regional level. Vice Chair Lenko stated that she felt it was a good group to be involved with. Ms. Sever stated she felt it is a win/win situation and the timing is good because we are getting lots of trash complaints. Vice Chair Lenko stated that she felt it would be appropriate to have a committee representative at the task force meetings. She further stated that she would be interested in attending. She inquired if any other committee members were interested. Mr. Scott stated that he would also be interested in attending those meetings.

### **STAFF UPDATES**

Ms. Sever stated the Scottsdale Pride Committee has been invited to have a booth at the GAIN (Getting Arizona Involved in Neighborhoods) event. The purpose of the booth would be for them to pass information out about the committee and their events. The committee has committed to having a table at this event. The event is scheduled to be held on September 8, 2004 at 6:30 p.m. at the Scottsdale Center for the Arts. Mr. Freeburg, Ms. Lenko, and Mr. Scott volunteered to man the booth at this event.

Ms. Sever reported there is one Pride Committee vacancy and City Council should appoint someone in mid-September.

### **ADJOURNMENT**

With no further business to discuss, the regular meeting of the Scottsdale Pride Committee was adjourned at 6:50 p.m.